

Forest Grove Economic Development Commission
Thursday, April 2, 2009

Meeting Minutes

Attendees: Elena Uhing, Mark Frandsen , Don Jones, Dave Rasmussen, John Schwan, Jack Musser, Ralph Brown, Guy Storm, Cindy Sturm, Lisa Duncan, Ali Brown.

City Staff: Jeff King, Michael Sykes, City Manager,

1. Call to Order

Meeting was called at 12:20 pm by Mark Frandsen serving as meeting chair in the absence of the EDC Chair, who was running late, and Vice-Chair.

2. Citizens Communications

There were none.

3. Approval of March 5th EDC summary minutes.

Cindy Sturm moved to accept minutes as amended. Jack Musser seconded the motion. The motion was approved unanimously.

4. Additions/Deletions

Jack Musser introduced his alternate, Ralph Brown who serves on the Forest Grove School Board. Mark Frandsen welcomed him.

5. Business

A. Mcmenamins- Host Update

Mark Frandsen thanked Mcmenamins for use of the meeting space and lunch.

B. Board Positions/Alternates

Staffer Jeff King explained that with the resignation of Rand Roedl, the Wood Products/Ag industry board slot needs to be refilled. In addition, alternates are needed for the Small Manufacturer slot and Downtown Retail slot. Steve Boone and Pete VanDyke respectively, are the Board Members in those slots. Cindy Sturm mentioned one of the downtown wine stores for retail, Mark Frandsen mentioned David Hill Winery for the Small Manufacturer with Steve Boone, and Don Jones strongly suggested Kyle Kobashigawa with Frye's Action Athletics. Also mentioned were Kristen Ling with a Framers Touch, Montinore Estates and Andrew Mauss with Aura cabinetry.

C. Small Business Initiative/Retention

Staffer Jeff King discussed a small business initiative that included a business roundtable/brainstorming meeting that was held to devise approaches to assist business. The meeting included representatives from SCORE, SBDC, Pacific University, Chamber of Commerce, Forest Grove library, Portland Community

College, local banks and several local small businesses. One example of a new approach could be business mentor meetings combining veteran CEO's with smaller businesses that need assistance. Mark Frandsen stated that meetings with CEO's getting together would be a good idea. Dave Rasmussen said that there was a lot of energy and ideas. He added that some of the participants were impressed that Forest Grove was looking at the big picture on how to help small business. Elena Uhing was concerned about the single employee small business who can't always get away for seminars at stated times and that the approach should be more flexible. Elena explained how she and Jeff King visited businesses one-on-one. Mark Frandsen asked about what type of assistance. Dave Rasmussen responded that one example is of SCORE Teams of 4-6 professionals could assist a business 1 on 1. He added that at the local level we would need to screen to get 5 people. Dave added that many businesses do not know what type of resources are available. Dave also gave an example of a small business need. A business may have kept on too many employees, now they have to pay taxes and they may have not have enough funds. Such business need help, they do not have to go bankrupt/out of business. Owners get scared.

King said that a second meeting of this roundtable/brainstorming group will be held in late April.

D. Forest Grove Workforce Center Update

Staffer Jeff King said that Workforce Center in Forest Grove is becoming a reality. Stimulus funds to Worksystems, Inc will allow the center to proceed. The next key issues are settling on a final site, the group is currently looking at three locations including one in the downtown. A City Community Enhancement Grant application on behalf of the Forest Grove Family Resource Center for \$3,000 is also being submitted. They plan to co-locate with the workforce center. A meeting will also be held in April to determine what organizations and services will be provided in the center.

Elena Uhing was concerned with the lack of advertising of the center and that the sign they used in the past "WorkSource Center" is unclear that this is the state workforce and employment center. Mike Sykes said we have real opportunity here. Our persistence was vital. Worksystems Inc. (WSI) will watch how this works, so we need heavy use. Jack asked if we think they are setting us up for success. Jeff King said that yes, he thinks they are with their commitment of new technology and computers. They seem to be genuinely committed to help building a partnership that can be sustained. Mike Sykes added that we need to show we have a vision and need. Don Jones added that this group understands the importance of a center. This service had micro and macro impacts in the community more that just another government impact. He added that he appreciated the City leadership.

Cindy Sturm asked how long the previous workforce center had been in existence in Forest Grove. Staffer King said 2-3 years. Elena said that we should also reach out to faith-based opportunities.

E. Sign and Right of Way Codes

Mike Sykes said that the deadline for comment of the first draft will not be this Friday. It will be extended for 2-3 months. It is important that we get adequate input. Cindy Sturm asked if this sign and Right of Way ordinance is based on McMinnville. Jeff King said the sign ordinance was but not the right of way. Cindy added that the ordinances need to be simple. Mike Sykes said that the City is just trying to get a handle on signs and newspaper boxes and protect pedestrians; we are also striving to balance needs. Mark Frandsen stated that the intersection of Hwy 47 and 24th is a disaster with all the signs there. Mike Sykes said we will seek outreach on these ordinances from the City Club, Chamber and other organizations.

F. Strategic Plan –Actions Steps, Prioritization

The Board discussed the best way to complete the last steps of the strategic plan. The question was whether each of the Action steps should have an action plan completed before prioritization. Allie Brown felt that we should prioritize goals first. Mike Sykes said that the EDC is a policy making board and making policy recommendations. We should prioritize each goal first. Then once the priorities are established for others to implement, economic development staff (Jeff) can complete the Action Plan form. Mark Frandsen said that we should identify what the 3-5 most important goals are. How can we have a vigorous discussion to get to the top 3-5 goals? Advocate for your goals for each sub-committee and then present for 8-10 minutes before the EDC.

Cindy Sturm mentioned the branding project as a positive project of something that can work. Jack Musser said that prioritizing 3-5 goals will provide motivation to keep working, by showing what is working. There was also discussion as to how sub-committees might get re-established in a different manner after the strategic plan such as around the priority goals. Don Jones said that branding is an example of a project that will then need action to implement. Cindy asked if we should have a standing date for each sub-committee. Don Jones thought that this was a good idea –customized for each sub-committee.

Mark Frandsen thought that the strategic plan goals and objective list was an excellent document overall. Jack Musser asked if was wise to rush through the next meeting with each sub-committees eight minute presentation. Don Jones said we could spread out the presentations to two meetings. Elena Uhing said that every year City Council develops goals and objectives and then we vote. However we had so little time. If we had more time we would have come back with differences and developed a more thorough list. so I agree with Jack that more time is better. Mike Sykes said that one committee is workforce. But he is concerned with timing as the workforce center development is happening now –

so they should be alerted as it affects their goals. Don Jones that with the facilities task force we scheduled 3 or 4 presentations in advance—is that the best approach?

Elena Uhing said you the process structured. Don Jones agreed. So for the May 7th meeting 3 sub-committees will present and on June 4th meeting, the final 2 subcommittees will present.

Jack Musser mentioned the EDC bylaws and said that we need for retail. He mentioned ACE Hardware. Elena Uhing discussed self-employment. She was concerned about the issues and concerns that they have and what resources are there to help them. Melanie Stagnitti was mention as someone who is still in the community and self-employed.

Cindy Sturm mentioned that Agenda had the incorrect date of May 4th listed under "Announcement of Next Meeting". The correct date is May 7th.

8. Announcement of Next Meeting

EDC Board members agreed that the next meeting will be May 7th, 2009

9. Adjournment

The meeting was adjourned at 1:37 PM

Approved by the Forest Grove Economic Development Commission:

Date: 5/7/09

Signed:  _____